

## **Historic, Archive Document**

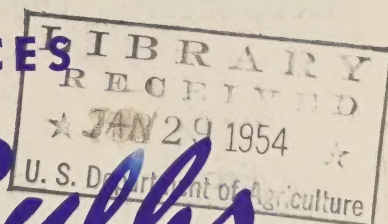
Do not assume content reflects current  
scientific knowledge, policies, or practices.



62,17

Bu

1953-1954  
WHOLESALE PRICES



# Flower Bulbs



PREMIUM  
QUALITY



Gladiolus  
Caladiums  
Dahlias  
Amaryllis  
Lilies

AND OTHER MOST POPULAR  
BULBS, ROOTS & TUBERS



Beautiful Picture Packages  
and in Bulk

**ALEXANDER P. THOMAS BULB FARMS**

GROWERS • IMPORTERS • EXPORTERS

P. O. BOX 187

COCOA, FLORIDA, U.S.A.



# GROWING, GROWING, GROWING

*. . . on Good Quality and Service*

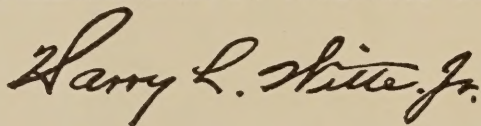
Each year it has been our pleasure to serve hundreds of new customers while retaining the valued patronage of our old friends.

We believe that the rapid growth of this business has been due to our high standards of quality and prompt, courteous attention to your needs.

Extensive farms in North Carolina and Florida, producing several hundreds of acres of bulbs in a single season; our direct contacts with other most dependable growers, both foreign and domestic; ample storage and packing plant facilities; and up-to-the-minute ideas in packaging and merchandising—these assure you quality, service and greater profit opportunities in your dealings with us.

We appreciate your patronage in the past and look forward to the opportunity of serving you again this season.

## ALEXANDER P. THOMAS BULB FARMS



Manager

## OUR TERMS

PRICES quoted in this catalog are F.O.B. farm, warehouse, packing plant, or other distribution point, unless otherwise specified; all packing charges included in prices as listed. Minimum orders are as stated on each item. Quotations on large quantities will be submitted upon request.

TERMS—to our regular customers and others with established credit rating, 2% 10 days, net 30 days. **A discount of 3% is allowed for cash with order.** If C.O.D. shipment is desired, 25% deposit must accompany order.

SHIPMENTS are made by Railway Express unless otherwise specified.

ALL STOCKS TRAVEL AT RISK OF PURCHASER. Stocks are carefully packed and we hold good order receipts from the carrier agent. If shipment arrives in poor condition, it should be accepted "in bad order" and claim should be brought against the carrier for damage.

We take pride in shipping only such stock as should perform to entire satisfaction. However, we give no warranty, expressed, or implied, as to purity, description, quality, productiveness or any other matter of any bulbs, roots and tubers we send out, and we will not be in any way responsible for the crop. In no case will our liability exceed the amount of the purchase price. If the purchaser does not accept the goods on these terms they must be RETURNED WITHIN THREE DAYS AFTER RECEIPT. Prices are subject to change without notice. Orders are accepted subject to prior sale and cancellation in case of crop failure and other conditions beyond our control.

ALEXANDER P. THOMAS BULB FARMS

**ALEXANDER P. THOMAS BULB FARMS ★ Box 187 ★ Cocoa, Florida**

# Premium Quality Flower Bulbs

## ORDER FORM

Date \_\_\_\_\_

Ship to \_\_\_\_\_

Street Address \_\_\_\_\_

City or Town \_\_\_\_\_ State \_\_\_\_\_

Nearest Express Office \_\_\_\_\_

Ship Via: Parcel Post ☐; Express ☐; Truck ☐; Best and Cheapest ☐

On or About \_\_\_\_\_ Check or M. O. enclosed \$ \_\_\_\_\_  
(date) (Remittance with order, deduct 3%)

Ship C. O. D. for Balance ☐; Charge ☐

If new account and charge, give bank references:

[illegible]





# Thomas' **DELUXE PAK**

## **Gladiolus Bulb Package**



SEE FRONT COVER FOR COLOR  
REPRODUCTION OF THIS CARTON

Carton measures 8" tall, 3½" wide, 2¾" deep. The Gladiolus reproduction in full natural colors is lithographed on heavy, coated stock. Holes in the sides provide ample ventilation. Contents imprinted on top of carton; complete planting directions printed on back.

**Most Beautiful and Fastest Selling  
Gladiolus Bulb Package  
On the Market!**

Top quality, large bulbs, attractively packaged — these factors make our DeLuxe Pak a fast selling profit-maker wherever it is displayed. The beautiful Kodachrome reproduction of Gladiolus spikes in many colors, lithographed on three sides of the carton, produces an eye-appealing, irresistible package that **sells bulbs.**

### **Choice of Two Paks**

#### **DELUXE PAK, JUMBO 12s**

One dozen bulbs, 1¾" to 2¼" diameter,  
per carton; 24 cartons per case.

#### **DELUXE PAK, FIRST SIZE 15s**

Fifteen bulbs, 1½" to 1¾" diameter,  
per carton; 24 cartons per case.

Packed Standard Assortment of solid colors and mixed cartons per case, or as ordered. Colors: red, pink, yellow, lavender, white and rainbow mix.

### **Same Price Both Paks:**

|                                   |                |
|-----------------------------------|----------------|
| Price per Case (24 cartons) ..... | <b>\$10.00</b> |
| Cost per Carton .....             | <b>41⅔¢</b>    |
| Suggested Selling Price .....     | <b>75¢</b>     |

**Minimum Order: one case**  
**Delivery: Year 'Round**



# *Our Premium Quality* **GLADIOLUS BULBS**

## **Domestic-Grown**

Shipments of our domestic-grown gladiolus bulbs can be made the year 'round, from stocks of proved varieties. Between our Florida and North Carolina farms our own growing cycle extends through the entire year. Bulk shipments are packed in sturdy shipping crates to assure arrival in good condition. Effective promotional materials are furnished free of extra cost.

### **Prices per 1000, F. O. B. Cocoa, Florida**

**JUMBOS, 2" diameter and up** ..... **\$30.00**

**No. 1s, 1½" up to 2" diameter** ..... **25.00**

**No. 2s, 1¼" up to 1½" diameter** ..... **20.00**

MINIMUM ORDER: 1000 bulbs (250 or multiples of 250 per variety). QUOTATIONS ON LARGE QUANTITIES UPON REQUEST.

Following is a partial list of most popular, proved varieties most generally available from us. Varieties will be shipped as ordered, subject to availability. To avoid shipping delays, allowance should be made in case of "out of stocks," and substitutions of varieties in colors ordered will be made, if necessary, unless instructions to the contrary are received.

**VALERIA**, soft scarlet.

**SNOW PRINCESS**, white.

**MARGARET FULTON**, pink.

**WHITE GOLD**, deep cream.

**BEACON**, red, yellow throat.

**YELLOW HERALD**, yellow.

**PURPLE SUPREME**, purple.

**MARGARET BEATON**, white,  
red throat.

**MINUET**, lavender.

**WANDA**, deep cream.

**PICARDY**, salmon pink.

**GOLD DUST**, yellow.

**PAUL RUBINS**, violet magenta.

**PINK RADIANCE**, pure pink.

**NEW EUROPE**, red.

**MANSOER**, maroon red.

**ELIZABETH THE QUEEN**,  
lavender.

**ETHEL CAVE COLE**, light pink.

**JUNE BELLS**, white.

**SPOTLIGHT**, yellow, red  
throat.

**ROSA VAN LIMA**, rose pink.



**SEE OUR GLAD BULB PICTURE PACKAGES  
DESCRIBED ELSEWHERE IN THIS CATALOG**




# PROMOTIONAL MATERIALS HELP YOU SELL BULBS

Color cards identifying color varieties, planting direction circulars, large colorful window streamer furnished with each shipment. Display case (see below) sent with initial shipment or as requested. Newspaper mats available on request.

## YOUR SILENT SALESMAN

Furnished with Domestic Bulbs. For bulk sale of gladiolus bulbs, this colorful display case is a real sales stimulator. Measures 27" long, 16" wide, 5" deep; has compartments to hold four separate color varieties; comes complete with set of full-color identification cards and supply of planting directions. **FURNISHED FREE** with your initial order for 1000 or more domestic gladiolus bulbs.

**FREE** 



Also see Pages 6 and 7 for Gladiolus Bulbs in Serv-ur-Self Display Case.

## SPECIAL ASSORTMENT OF Imported Holland Gladiolus Bulbs

1000 TOP SIZE\* Imported Holland Gladiolus Bulbs. Assortment consists of 100 each of ten separate color varieties.

(Includes all charges, duty, packing, insurance, sea freight, etc., except inland freight Cocoa to final destination. Assortment will be shipped in original bags and crate from Holland)

PRICE \$30.00 F.O.B. COCOA, FLORIDA

### FURNISHED AT NO EXTRA COST

With each shipment of one or more Assortments, we will furnish a set of ten giant color cards (7" x 14") printed in Holland, picturing in their full natural colors the ten color varieties included in this assortment. Final variety selection is subject to change, if necessary, depending upon supplier's crop. But under any circumstances, full color assortment of ten named varieties will be shipped.

Collection consists of 100 Each of Ten Varieties listed in next column.

**JOHAN VAN KONYNENBERG**, Garnet-red.  
**LEEUWENHORST**, Light lavender pink.  
**GENERAL EISENHOWER**, Begonia rose.  
**MODERN TIMES**, Crimson purple.  
**HAN VAN MEEGEREN**, Canary yellow.  
**MANSOER**, Velvety blood red.  
**LAVENDER DREAM**, Light silvery violet.  
**MRS. MARKS MEMORY**, Dark magenta.  
**JUNE BELLS**, Pure white.  
**ROSA VAN LIMA**, Fine deep pink.

\* TOP SIZE BULBS (not just No. 1s) measure 14 cm and up (approximately 1 3/4" diameter and up), the largest size shipped from Holland.





COMPLETE WITH  
COLOR PICTURES

No Bins,  
Baskets, Trays or  
Other Accessories Required

## *Serv-ur-Self* **BULB DISPLAYS**

Open the case upon arrival and you have a beautiful bulb display all ready to attract orders and profits for you. On the opposite page are listed all the popular assortments which we ship in the Serv-ur-Self Cases, each assortment complete with display case and color pictures. The case measures 26" wide x 12" deep x 7" high, finished in a pleasing shade of green. These cases require little space and very little attention as the bulbs, effectively displayed, sell themselves. A trial will convince you.

Note liberal profit margin! Make your selection. Order today.

---

**BIG SELECTION OF FAST SELLERS** ➡



**EACH ASSORTMENT LISTED BELOW PACKED IN ITS OWN DISPLAY CASE  
COMPLETE WITH COLOR PICTURES. FOR CONVENIENCE, ORDER BY  
CATALOG NUMBERS.**

**CAT. NO. Contents of S-U-S Cases and Prices F.O.B. Cocoa**

**GLADIOLUS - SHIPPED YEAR 'ROUND**

- |      |  |
|------|--|
| G-10 | 600 Glad Bulbs, No. 1 (1½"-2" diameter), 150 each of 4 most popular color varieties. Suggested Retail, 5¢ per bulb.<br><b>RETAIL VALUE PER CASE \$30.00</b> <b>YOUR PRICE \$16.00</b>          |
| G-15 | 600 Glad Bulbs, No. 1, same as G-10 but 4 more color varieties. (Cases G-10 and G-15 provide 150 each of 8 color varieties.)<br><b>RETAIL VALUE PER CASE \$30.00</b> <b>YOUR PRICE \$16.00</b> |
| G-20 | 800 Glad Bulbs, No. 2 (1¼"-1½" diameter), 200 each of 4 most popular color varieties. Suggested Retail, 45¢ per dozen.<br><b>RETAIL VALUE PER CASE \$30.00</b> <b>YOUR PRICE \$16.00</b>       |
| G-25 | 800 Glad Bulbs, No. 2, same as G-20 but 4 more color varieties. (Cases G-20 and G-25 provide 200 each of 8 color varieties.)<br><b>RETAIL VALUE PER CASE \$30.00</b> <b>YOUR PRICE \$16.00</b> |

**DAHLIA TUBERS - SHIPPED DEC. TO MAY**

- |      |   |
|------|---|
| D-30 | 8 Dozen (96) Select A-No. 1 Dahlia Divisions; 12 each of 8 leading color varieties, named DECORATIVES. Suggested Retail, 40¢ each.<br><b>RETAIL VALUE PER CASE \$38.40</b> <b>YOUR PRICE \$20.00</b>        |
| D-35 | 12 Dozen (144) Select A-No. 1 Dahlia Divisions; 18 each of 8 leading color varieties, named DECORATIVES. Suggested Retail, 40¢ each.<br><b>RETAIL VALUE PER CASE \$57.60</b> <b>YOUR PRICE \$28.00</b>      |
| D-40 | 8 Dozen (96) Select A-No. 1 Dahlia Divisions; 12 each of 8 leading color varieties, named CACTUS & POMPONS. Suggested Retail, 40¢ each.<br><b>RETAIL VALUE PER CASE \$38.40</b> <b>YOUR PRICE \$20.00</b>   |
| D-45 | 12 Dozen (144) Select A-No. 1 Dahlia Divisions. 18 each of 8 leading color varieties, named CACTUS & POMPONS. Suggested Retail, 40¢ each.<br><b>RETAIL VALUE PER CASE \$57.60</b> <b>YOUR PRICE \$28.00</b> |

**FANCY-LEAVED CALADIUMS - SHIPPED DEC. TO MAY**

- |      |   |
|------|---|
| C-50 | 8 Dozen (96) <b>Select</b> No. 1 Bulbs (2"-2½" diameter). Six popular varieties; double quantity white and red. Suggested Retail, 40¢ each.<br><b>RETAIL VALUE PER CASE \$38.40</b> <b>YOUR PRICE \$20.00</b>   |
| C-55 | 16 Dozen (192) <b>Select</b> No. 1 Bulbs (2"-2½" diameter). Six popular varieties; double quantity white and red. Suggested Retail, 40¢ each.<br><b>RETAIL VALUE PER CASE \$76.80</b> <b>YOUR PRICE \$38.00</b> |
| C-60 | 12 Dozen (144) No. 1 Bulbs (1½"-2" diameter). Six popular varieties, double quantity best white and red. Suggested Retail, 30¢ each.<br><b>RETAIL VALUE PER CASE \$43.20</b> <b>YOUR PRICE \$21.50</b>          |
| C-65 | 24 Dozen (288) No. 1 Bulbs (1½"-2" diameter). Six popular varieties, double quantity best white and red. Suggested Retail, 30¢ each.<br><b>RETAIL VALUE PER CASE \$86.40</b> <b>YOUR PRICE \$40.00</b>          |



# "Peek-a-Pak"

## THE SPARKLING NEW WINDOW PACKAGE

Carton measures 3¼" wide, 6" high, 2¼" deep. Completely overwrapped in cellophane printed with beautiful flower reproductions in full natural colors. A long window on each side of the carton permits inspection of the bulb contents. A quality package with eye and sales appeal, priced for the mass market; permits a generous profit margin to the retailer.

PACKING: 50 cartons Per Case  
Shipped Full Cases Only

May be ordered in solid cases of any item listed below, or any assortment of items available at the same time. You may also order "Standard Assortment of Glad Bulbs" which will contain a balanced assortment of separate colors and rainbow mix; also "Standard Assort-

ment of Dahlias", containing an assortment of all colors; also "All Bulb Assortment" containing an assortment of all bulbs available, in the proportion as they sell best. Please specify pack desired when ordering.

|   |                |
|---|----------------|
| <b>Price Per Case (50 cartons) F.O.B. Cocoa, Fla.</b> | <b>\$14.50</b> |
| <b>Cost Per Carton</b>                                | <b>29¢</b>     |
| <b>Suggested Selling Price</b>                        | <b>49¢</b>     |

|   | <b>Contents<br/>Per Carton</b> | <b>Size</b> | <b>Shipping<br/>Dates</b> |
|---|--------------------------------|-------------|---------------------------|
| <b>AMARYLLIS</b> , Meade Hybrid, Mixed.....   | 2 Bulbs                        | 2"          | Oct.-Mar.                 |
| <b>CALADIUMS</b> , Fancy Leaved, Assorted Color Varieties .....                       | 2 Bulbs                        | 1½"         | Dec.-May                  |
| <b>DAHLIAS</b> , Large Decorative; Red, White, Pink, Yellow, Lavender and Bronze..... | 2 Divisions                    | Large       | Dec.-June                 |
| <b>GLADIOLUS</b> , Jumbos: Red, White, Pink, Yellow, Lavender and Rainbow Mix....     | 8 Bulbs                        | 2"-2½"      | Aug.-June                 |
| <b>GLADIOLUS</b> , Top Size: Red, White, Pink, Yellow, Lavender and Rainbow Mix....   | 10 Bulbs                       | 1½"         | Aug.-June                 |
| <b>GLADIOLUS</b> , Large Size: Red, White, Pink, Yellow, Lavender and Rainbow Mix.... | 15 Bulbs                       | 1¼"         | Aug.-June                 |
| <b>NARCISSUS</b> , Paperwhite .....   | 4 Bulbs                        | 14-16 cm.   | Aug.-Jan.                 |



# Pliofilm Package

The five popular, fast-selling bulbs listed below are offered in Pliofilm bags, attractively packaged with identifying full-color pictures and planting directions. Low priced for the mass market. Good profit margin.

Cost per Package..... 15¢

Suggested Selling Price..... 29¢

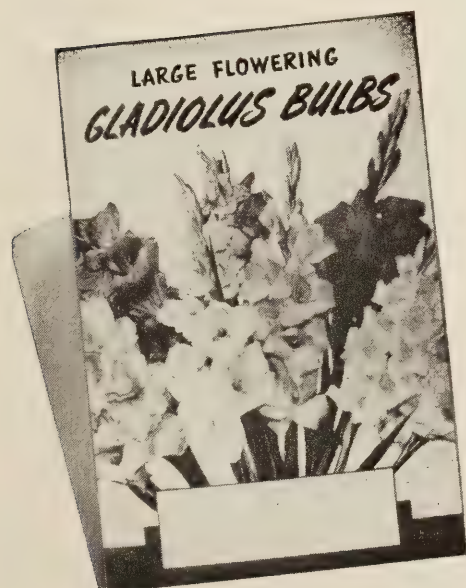
Packing: 100 packages per case. Solid cases of each item or mixed assortments of items available at the same time.

Cost per Case (100 pkgs.): \$15.00 F.O.B. Cocoa, Florida.

Minimum order: one case

|   | Contents<br>Per Pkg. | Size          | Shipping<br>Dates |
|---|----------------------|---------------|-------------------|
| AMARYLLIS, Meade Hybrid.....                          | 1 Bulb               | 2"-2 1/4"     | Oct.-Mar.         |
| CALADIUMS, Fancy-leaved.....                          | 1 Bulb               | 1 1/2"        | Dec.-May          |
| DAHLIAS, Red, pink, yellow, lavender,<br>bronze ..... | 1 Tuber              | No. 1 Div.    | Dec.-June         |
| NARCISSUS, Paperwhite.....                            | 2 Bulbs              | 14-16 cm.     | Aug.-Jan.         |
| GLADIOLUS, Red, white, pink, yellow, mix              | 4 Bulbs              | 1 3/4"-2"     | Aug.-June         |
| GLADIOLUS, Red, white, pink, yellow, mix              | 5 Bulbs              | 1 1/2"        | Aug.-June         |
| GLADIOLUS, Red, white, pink, yellow, mix              | 6 Bulbs              | 1 1/4"-1 1/2" | Aug.-June         |

WHEN ORDERING, WRITE "\_\_\_\_\_ CASES PLIO-PAK,  
100 PACKAGES CALADIUMS (OR OTHER ITEMS OR ASSORTMENTS)"



## The GIANT PACKET

Delivery: Year 'Round

Giant seed packet type envelope, size 6" by 9", with beautiful Kodachrome reproduction of Gladiolus in all popular colors. Contains six large, blooming-size bulbs.

Order as follows: "\_\_\_\_\_ Cases Giant Packet Gladiolus Bulbs."

Six (6) Bulbs, 1 1/4"-1 1/2", per Packet, 100 Giant Packets per Case.

Colors: red, pink, yellow, lavender, white and mixed.

Price per Case (100 Packets)..... \$15.00

Price per Giant Packet..... 15¢

Suggested Selling Price, Packet..... 29¢

Minimum order: one case

**SENSATIONAL DEMAND . . . BIG PROFITS**

## *Fancy-Leaved* **CALADIUMS**



### **Delivery: December to May**

While our normal shipping season is December to May, if you place your order in January or February, we can hold stock for shipment during the summer months, and as late as October for Christmas plants.

### **Beautiful Color Chart FURNISHED FREE**

With every bulk shipment we furnish a beautiful color chart, size 17" x 22", which pictures in full natural colors and describes all the most popular Caladium varieties.

### **MINIMUM ORDER**

100 bulbs, 25 or multiples of 25 per variety. 250 bulbs priced at the 1000 rate.

| Sizes (diameter)                  | Prices F.O.B. Florida Farm |                 |
|-----------------------------------|----------------------------|-----------------|
|                                   | Per 100                    | Per 1000        |
| <b>Mammoths (3½" up)</b> .....    | <b>\$37.50</b>             | <b>\$360.00</b> |
| <b>Jumbos (2½" to 3½")</b> .....  | <b>28.00</b>               | <b>260.00</b>   |
| <b>*No. 1s (1½" to 2½")</b> ..... | <b>18.00</b>               | <b>170.00</b>   |
| <b>No. 2s (1" to 1½")</b> .....   | <b>10.00</b>               | <b>95.00</b>    |

\* No. 1 size recommended generally for bulb resale.

CALADIUM BULBS ALSO AVAILABLE IN OUR FAST SELLING  
PICTURE PACKAGES. See pages 8, 9, 14 and 15.



# Place Your Order Early For Caladium Bulbs

## from this Wide Selection of Varieties

We list one of the most complete selections available, the standard favorites as well as many newer varieties. Early ordering assures you the best selection. To save time and disappointment, when varieties are sold out, we substitute the

best and closest to the variety ordered, unless order reads no substitutions. Not all varieties make Mammoths and Jumbos every year; if we are out of the size ordered, the next size in that variety will be substituted, unless otherwise instructed.

### VARIETIES AND DESCRIPTIONS

See Pages 12 and 13 for Some Color Reproductions

- AVALON PINK.** A white center with red splotches in a green border; tall grower.  
**CANDIDUM.** The leading white; compact growth.  
**CRIMSON WAVE.** Vigorous, large-leaved variety; crimson with dark green border; transparent.  
**DR. D. M. COOK.** Very dark, mossy green with plain red center; crumpled leaf.  
**DR. GROOVER.** A good pink, low growing heavy leafer.  
**EDITH MEADE.** Low growing, leafy variety with large white center, red midribs, green border.  
**ITACAPUS.** A leading red; medium heavy leafer; low growing and vigorous.  
**JESSIE THAYER.** Vigorous growing red; our reddest red with dark green border.  
**JOHN PEED.** A very fine and popular red variety.  
**LORD DERBY.** Transparent rose, with dark ribs; low growing.  
**MACAHYBA.** Bronze with green and red rays, large pink and white splotches.  
**MADAM TRUALL.** A good red; waxy leaf with a red center and green border.  
**MISS CHICAGO.** Leaves almost solid pink with few light green areas; heavy leafing low grower; good pot plant.  
**MRS. ARNO NERHLING.** A heavy leafed low grower; white with pink veins.  
**MRS. F. SANDERS.** Large round leaves, deep rose on dark green; good outside.  
**MRS. W. B. HALDERMAN.** Medium tall, bushy; light red with narrow green border.  
**PINK CLOUD.** Good grower; crumpled leaf, shaded pink; mottled.  
**POECILE ANGLAIS.** Heavy leafing, low growing red; medium leaf; popular.  
**RECONCAVO.** Strong, medium tall; center deep red with dark red veins.  
**RED ENSIGN.** Bright metallic red with green margin; low growing.  
**RED FLARE.** Low growing leafy variety that produces an outstanding pot.  
**SCARLET PIMPERNELLE.** Large leaves; scarlet with yellowish margin.  
**SOROCOBA.** Transparent silvery white; nearest to Candidum but with suffusion of delicate pink over white.  
**THOMAS TOMLINSON.** Unusually showy, low growing variety, brilliant red, narrow green margin.  
**TRIUMPH DE L'EXPOSITION.** Large bright crimson with scarlet ribs on green.

For Counter Sales We Suggest

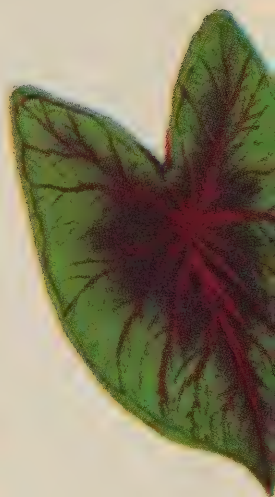
## CALADIUM BULBS IN OUR NEW *Serv-u-Your-Self* DISPLAY CASES

BULBS SELL THEMSELVES IN THESE  
BEAUTIFUL COUNTER DISPLAYS

See Pages 6 and 7



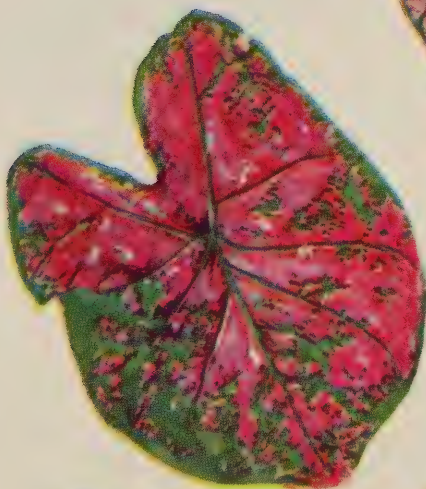
CANDIDUM



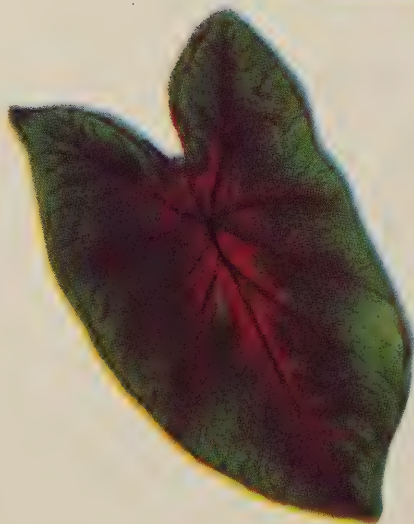
LORD  
DERBY



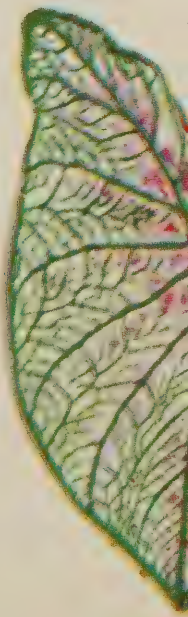
CRIMSON  
WAVE



RECONCAVO



RED  
ENSIGN







MRS. W. B.  
HALDERMAN



EDITH  
MEADE



THOMAS  
TOMLINSON

TRIOMPHE  
DE L'EXPOSITION

# *Fancy-Leaved* **CALADIUMS**

The popularity of these fascinating and spectacular plants has grown tremendously from year to year. For florist and greenhouse culture, and for counter sales to home gardeners, we offer one of the most complete selections

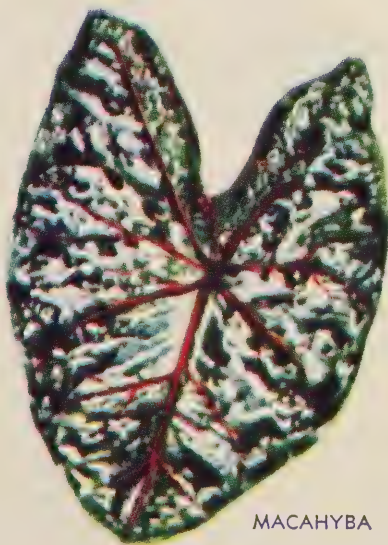
available — proved old favorites and the later varieties. We offer Fancy-Leaved Caladium bulbs in bulk and in attractive picture packages for resale. Order your requirements early and profit on the demand for this popular seller.



SOROCOBA



MRS. F. SANDERS



MACAHYBA

# Beautiful New, "Blue Ribbon"

## MOST POPULAR, FASTEST-SELLING BULBS AND TUBERS

|   | Contents<br>Per Carton | Size                 | Shipping<br>Dates |
|---|------------------------|----------------------|-------------------|
| <b>AMARYLLIS</b> , Meade Hybrids, Mixed....   | 3 Bulbs                | 2¼"-2½"              | Oct.-Mar.         |
| <b>BEGONIAS, TUBEROUS-ROOTED</b> ,<br>Double Camellia: Scarlet, Rose,<br>Orange, Salmon, Yellow, White,<br>Rainbow Mix..... | 5 Bulbs*               | 1½"-2"               | Jan.-Apr.         |
| <b>CALADIUMS</b> , Fancy-Leaved, Mixed.....   | 5 Bulbs*               | 1½"                  | Jan.-May          |
| <b>CALLAS</b> , White.....  | 5 Bulbs*               | 1¼"-1½"              | Aug.-Dec.         |
| <b>CALLAS</b> , Pink.....   | 4 Bulbs*               | 1¼"-1½"              | Dec.-Feb.         |
| <b>CALLAS</b> , Yellow.....   | 4 Bulbs*               | 1¾"-2"               | Dec.-Mar.         |
| <b>DAFFODILS</b> , Imported King Alfred.....  | 8 Bulbs                | DN & Rounds          | Sept.-Dec.        |
| <b>DAHLIAS</b> , Large Decorative: Red,<br>White, Pink, Yellow, Lavender,<br>Bronze & Mixed.....                            | 4 Divi-<br>sions       | No. 1                | Jan.-June         |
|   | 4 Divi-<br>sions       |                      |                   |
| <b>DAHLIAS</b> , Pompons, Mixed.....  |                        | No. 1                | Jan.-June         |
| <b>DUTCH IRIS</b> , Imported, Mixed.....  | 50 Bulbs               | 6-7 cm               | Oct.-Jan.         |
| <b>GLADIOLUS (LARGE)</b> Packed by<br>Varieties: Red, White, Pink, Laven-<br>der, Yellow, Mixed.....                        | 25 Bulbs               | 1¼"-1½"              | Aug.-June         |
| <b>GLADIOLUS (TOP SIZE)</b> Packed by<br>Varieties: Red, White, Pink, Yel-<br>low, Lavender, Mixed.....                     | 18 Bulbs               | 1½" up               | Aug.-June         |
| <b>GLORIOSA</b> , Rothschildiana (Orange-<br>Scarlet Climbing Lily) .....   | 1 Tuber*               | 5"                   | Aug.-June         |
| <b>HYACINTHS</b> , Imported, Mixed.....   | 6 Bulbs                | Lge. Bedding         | Sept.-Dec.        |
| <b>LILY</b> , Longiflorum (Easter Lily).....  | 4 Bulbs*               | 6"-8" circ.          | Aug.-Feb          |
| <b>NARCISSUS</b> , Paperwhite.....  | 10 Bulbs               | 14-16 cm             | Aug.-Jan.         |
| <b>NARCISSUS</b> , Imported, Mixed.....   | 10 Bulbs               | DN & Rounds          | Sept.-Dec.        |
| <b>TUBEROSES</b> , Double Pearl.....  | 12 Tubers              | 2"-4" circ.          | Nov.-May          |
| <b>TULIPS</b> , Darwin, Imported: Red, Yel-<br>low, Pink, White, Purple, Mix.....   | 12 Bulbs               | Top Size<br>12 cm up | Sept.-Dec.        |

\* Bulbs are packed in appropriate medium, such as peat moss, vermiculite, etc., depending upon requirements.



# PICTURE PACKAGED BULBS

Profits for You the Year 'Round



Pasted on Front of Carton  
Each Bulb Item Has Its Own Full  
Color Label with Planting Directions.



SEE BACK COVER FOR  
REPRODUCTION OF THIS  
CARTON IN COLOR

This "Blue Ribbon" package provides a complete line of the most popular bulbs and tubers, and sales and profit opportunities through all seasons. The carton is printed in four colors, richly designed for eye and sales appeal. It measures 7¼" high, 5¼" wide, 2½" deep. Each item is identified by separate full-color label.

**PACKING:** 48 cartons per case. Shipped full cases only. May be ordered in solid cases of an item, or any desired assortment of items available for shipment at the same time. To simplify ordering, we have Standard Cases of the following: Imported Fall Bulbs, Domestic Fall Bulbs, Spring Bulb Assortment, each containing items in proportion as they sell best.

|                                      |                         |
|--------------------------------------|-------------------------|
| <b>PRICE: Per case of 48 cartons</b> | <b>\$28.80</b>          |
| <b>Cost per Carton</b>               | <b>60¢</b>              |
| <b>Suggested Selling Price</b>       | <b>\$1.00 to \$1.25</b> |

# "Glad Garden Supreme"

**Delivery: Year 'Round**

Promotes larger, more profitable sales; the "Glad Garden Supreme" contains one hundred (100) select, first-size bulbs in a patented Vent-Vu bag which permits inspection of bulbs and ample ventilation. A real rainbow color mixture of proved varieties. The sturdy multi-wall bag is attractively printed in two colors.

**100 No. 1 Bulbs (1½" diameter) per Bag.**

**Price per Case (6 Bags).....\$15.00**

**Cost per Bag.....2.50**

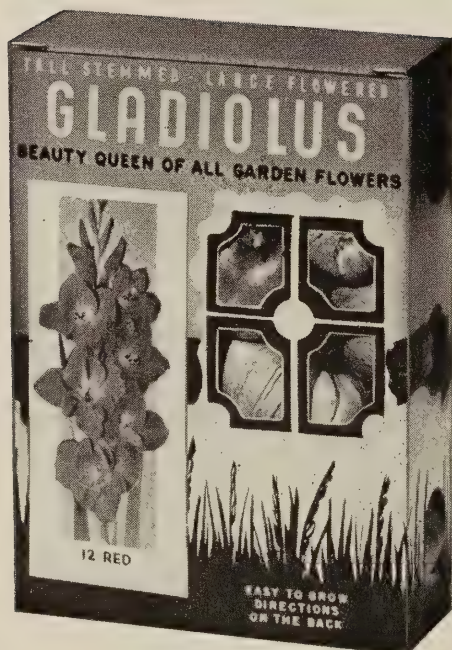
**Suggested Selling Price per Bag....4.00**

**Minimum order: one case**



## The ECONOMY PAK

**Delivery: Year 'Round**



A popular-priced, eye-appealing package. This carton, in beautiful three-tone printing, measures 6" high, 4½" wide, 1¾" deep. Unique window design permits view of bulbs and ample ventilation. Full color picture labels identify contents; planting directions printed on back. Plump, healthy, large-size bulbs are packed in this carton. **One Dozen No. 1 Bulbs per Carton, 48 Cartons per Case.**

**Colors: red, pink, yellow, lavender, white and mixed.**

**Price per Case (48 Cartons).....\$15.00**

**Price per Carton.....31¼¢**

**Suggested Selling Price.....49¢**

**Minimum order: one case**



# Dahlia Tubers

## SELECT NORTHERN AND IMPORTED STOCK

Delivery: December to May

### LARGE DECORATIVE VARIETIES

|                                       |                                |
|---------------------------------------|--------------------------------|
| <b>GOLDEN LEADER</b> , yellow         | <b>TREASURE ISLAND</b> , gold  |
| <b>KING ALBERT</b> , violet           | <b>COMMODORE</b> , yellow      |
| <b>BOUDEWIN</b> , white               | <b>JEAN KERR</b> , white       |
| <b>AFTERGLOW</b> , dark orange        | <b>THOMAS EDISON</b> , purple  |
| <b>BARBAROSSA</b> , scarlet           | <b>JERSEY BEACON</b> , scarlet |
| <b>TRUMPS</b> , violet                | <b>ROSE GLORY</b> , rose pink  |
| <b>GERRY HOEK</b> , soft rose         |                                |
| <b>PURPLE BEAUTY</b> , purple         |                                |
| <b>BALLEGO'S GLORY</b> , mahogany red |                                |
| <b>JERSEY BEAUTY</b> , salmon rose    |                                |
| <b>PRINCE OF PERSIA</b> , red         |                                |
| <b>SCARLET BEAUTY</b> , dark red      |                                |

### CACTUS VARIETIES

|  |                              |
|--|------------------------------|
| <b>VICTORY DAY</b> , red                 | <b>YELLOW SPECIAL</b> , gold |
| <b>SANTIAGO</b> , dark red               | <b>GOOD MORNING</b> , rose   |
| <b>HOEK'S GLORY</b> , lilac              | <b>FAIR MAID</b> , old rose  |
| <b>BERGER'S MASTERPIECE</b> , lilac rose |                              |
| <b>MISS SANTA MONICA</b> , white         |                              |
| <b>LUDWIG'S MEMORY</b> , dark red        |                              |
| <b>HAPPINESS</b> , orange red            |                              |

### POMPON VARIETIES

|                                      |                              |
|--------------------------------------|------------------------------|
| <b>ALBINO</b> , white                | <b>KOCHELSEE</b> , fiery red |
| <b>CATHERINE</b> , yellow            | <b>REGULUS</b> , dark blue   |
| <b>FASHION</b> , orange              | <b>RIFLEMAN</b> , flesh      |
| <b>RASPBERRY</b> , purplish red      | <b>LITTLE HERMAN</b> , red   |
| <b>FRITZ</b> , velvety red           | <b>MARY MUNNS</b> , lavender |
| <b>MADAME BOREEL</b> , velvety black |                              |
| <b>PRIDE OF BERLIN</b> , lilac-rose  |                              |
| <b>INDIAN CHIEF</b> , red and white  |                              |
| <b>YELLOW GEM</b> , cream yellow     |                              |

Prices by Varieties, F.O.B. Cocoa, Fla.

|  | Per 100 |
|--|---------|
| Decorative & Cactus Varieties                          | \$20.00 |
| Pompon Varieties                                       | 17.50   |
| Minimum order: 100, 10 or multiples of 10 per variety. |         |

Prices "To Color" only, F.O.B. Cocoa, Fla.

|  | Per 100 | Per 1000 |
|--|---------|----------|
| Colors: Red, White, Pink,<br>Yellow and Lavender   | \$15.00 | \$125.00 |
| Minimum order: 100, 20 or multiples of 20 per color; 500 or more tubers at the 1000 rate, 100 or multiples of 100 per color. |         |          |



For Counter Sales  
We Suggest  
DAHLIA TUBERS IN OUR  
NEW "Serv-ur-Self"  
DISPLAY CASES

See pages 6 and 7



DAHLIA TUBERS ALSO  
AVAILABLE IN  
Fast Selling Picture Pkgs.  
See pages 8, 9, 14 and 15

# Amaryllis

## GIANT HYBRID — MEADE STRAIN



This excellent strain makes gorgeous, giant blooms in bright solid colors, pastel shades and stripes. Ideal for pot plants and used extensively in southern states for outdoor planting.

Delivery: October to March

### MIXED COLORS

| Sizes (diameter)                         | Prices F.O.B. Florida Farm |          |
|--|----------------------------|----------|
|  | Per 100                    | Per 1000 |
| 3" and up                                | \$34.00                    | \$325.00 |
| * 2 $\frac{3}{4}$ " to 3"                | 23.50                      | 220.00   |
| * 2 $\frac{1}{2}$ " to 2 $\frac{3}{4}$ " | 17.50                      | 165.00   |
| 2 $\frac{1}{4}$ " to 2 $\frac{1}{2}$ "   | 12.50                      | 115.00   |

\* Most popular sizes for counter sales.

Minimum order: 100; 250 priced at 1000 rate.

### STRAIGHT COLORS

| Size 2 $\frac{1}{2}$ " up | Prices F.O.B. Florida Farm |         |          |
|---------------------------|----------------------------|---------|----------|
|                           | Per 10                     | Per 100 | Per 1000 |
| Extra Dark Red            | \$6.00                     | \$55.00 | \$525.00 |
| Light Reds                | 5.50                       | 50.00   | 450.00   |
| Near White                | 5.50                       | 50.00   | 450.00   |
| Red and White Striped     | 5.50                       | 50.00   | 450.00   |

Minimum order: 10 per color, or multiples of 10; 250 priced at 1000 rate.

# Tuberose

Delivery: November to May



| Sizes (Circumference) | Prices F.O.B. Florida Farm |          |
|-----------------------|----------------------------|----------|
|                       | Per 250                    | Per 1000 |
| 4" and up             | \$17.50                    | \$70.00  |
| 3" to 4"              | 12.50                      | 50.00    |

Minimum Order: 250, priced at 1000 rate.

### Following Tuberose Varieties Available

**DWARF DOUBLE PEARL:** Popular, true double.

**MEXICAN SINGLE:** Ever-blooming.

NOTE: AMARYLLIS AND TUBEROSES AVAILABLE IN OUR FAST-SELLING PICTURE PACKAGES. See pages 8, 9, 14 and 15.



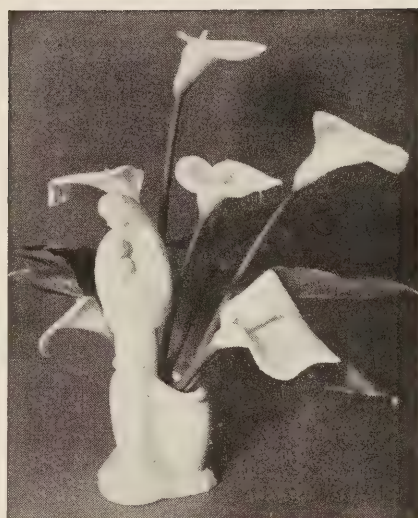
# Callas

## CALLA AETHIOPICA (White)

Large pure white flower on long stem

**Delivery: August to December**

| Sizes (diameter) | Prices F.O.B. Florida |          |
|------------------|-----------------------|----------|
|                  | Per 100               | Per 1000 |
| 2" up            | \$30.00               | \$275.00 |
| 1 3/4" to 2"     | 24.00                 | 215.00   |
| 1 1/2" to 1 3/4" | 17.00                 | 155.00   |
| 1 1/4" to 1 1/2" | 10.00                 | 95.00    |

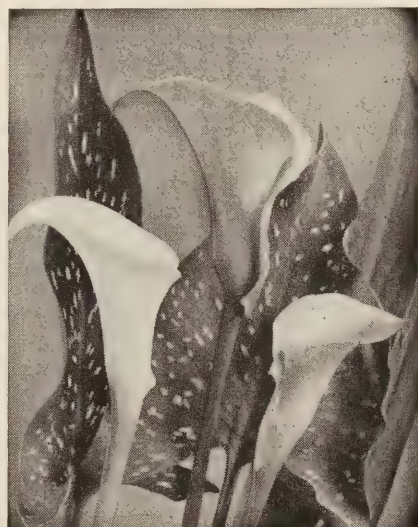


## CALLA REHMANNII SUPERBA (Pink)

Very unusual dwarf Calla. Flowers are rose-pink, changing to cerise.

**Delivery: December to March**

| Sizes (diameter) | Prices F.O.B. Florida |          |
|------------------|-----------------------|----------|
|                  | Per 100               | Per 1000 |
| 2" up            | \$24.00               | \$215.00 |
| 1 1/2" to 2"     | 17.00                 | 150.00   |
| 1 1/4" to 1 1/2" | 13.00                 | 120.00   |



## CALLA ELLIOTTIANA (Yellow)

Beautiful golden-yellow. Bright green leaves with perforations that look like spots. Fine for pot culture.

**Delivery: December to March**

| Sizes (diameter) | Prices F.O.B. Florida |          |
|------------------|-----------------------|----------|
|                  | Per 100               | Per 1000 |
| 2 1/2" up        | \$35.00               | \$330.00 |
| 2" to 2 1/2"     | 20.00                 | 175.00   |
| 1 3/4" to 2"     | 15.00                 | 135.00   |

CALLAS ARE AVAILABLE IN OUR BEAUTIFUL "BLUE RIBBON" PACKAGE. See pages 14 and 15.

# *Cannas*

## **LARGE, STRONG DIVISIONS, TRUE TO NAME. MOST POPULAR VARIETIES.**

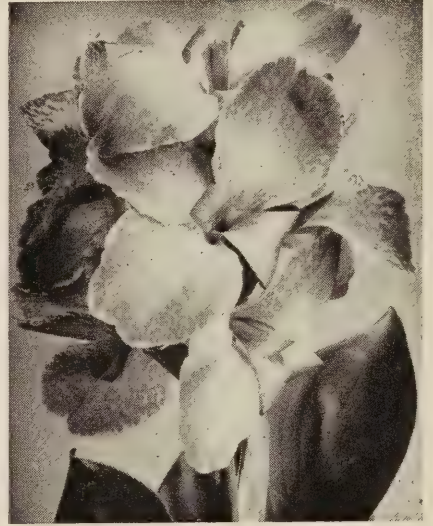
Cannas make beautiful showy blooms throughout the summer and fall. Plant the tubers in early Spring, in well prepared soil, four or five inches deep. After frost, cover Canna beds with straw or dig tubers and store inside.

**Prices in Bulk, F.O.B., Oklahoma.**

**\$50.00 per 1000**

**\$12.50 per 250**

**Minimum order: 250 divisions; 50 or multiples of 50 per variety.**



### **RED FLOWERING CANNAS, Green Foliage**

**PRESIDENT**, Large, bright red flower. Dwarf.

**ROSEMOND COLE**, Large, red flower with gold edge. Dwarf.

**FIREBIRD**, Beautiful large, red flower, different from all others. Dwarf.

**RED DAZZLER**, Large, dark red flower. Tall.

### **PINK FLOWERING CANNAS, Green Foliage**

**CITY OF PORTLAND**, Large beautiful pink flower. Medium.

**COPPER GIANT**, Large salmon-pink flower. Tall.

**HUNGARIA**, Large dark pink flower. Dwarf.

**NEW PINK GEM**, Beautiful large pink. Medium.

### **YELLOW FLOWERING CANNAS, Green Foliage**

**RICHARD WALLACE**, Large solid yellow flower. Dwarf.

**YELLOW KING HUMBERT**, Large yellow flower, variegated with red spots. Medium.

**KING MIDAS**, Beautiful yellow flower with red dots. Dwarf.

### **ORANGE FLOWERING CANNAS, Bronze Foliage**

**WYOMING**, Large orchid flowering dark orange. Medium.

**SIZES** Tall=Approximately four feet high  
Medium=Approximately three feet high  
Dwarf=Approximately two feet high  
(Based on average growing conditions)

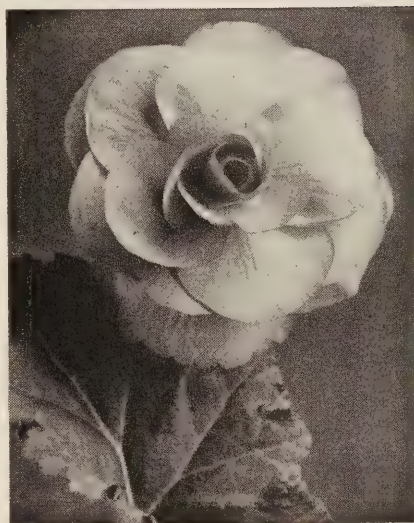


# Tuberous-Rooted Begonias

Tuberous-rooted Begonias make beautiful pot plants for early spring, but they are proving their full value for summer flowering outdoors, in moist and partly shaded places. They make a gorgeous succession of blooms, in many colors, throughout the summer and until frost. We stock the most popular type, Double Camellia, in all colors; this type makes large, showy blooms and is most satisfactory for home and greenhouse culture.

**Delivery: January to April**

| Size (diameter) | Prices F.O.B. Cocoa, Florida |          |
|-----------------|------------------------------|----------|
|                 | Per 100                      | Per 1000 |
| 1½" - 2"-----   | \$12.50                      | \$115.00 |



**Colors: Red, Scarlet, Rose, Orange, Salmon, Yellow, White, Copper and Rainbow Mix.**

**Minimums: 100 bulbs; 25 or multiples of 25 per color; 250 bulbs at the 1000 rate.**

## Lilies

### LONGIFLORUM (Easter Lily)

Large, white, trumpet-shaped blooms.

**Delivery: August to December**

| Sizes (circ.) | Bulbs    | Price    | Price   |
|---------------|----------|----------|---------|
|               | Per Case | Per Case | Per 100 |
| 9-10 inch     | 200      | \$60.00  | \$33.00 |
| 7- 9 inch     | 300      | 50.00    | 20.00   |
| 6- 8 inch     | 400      | 43.00    | 14.00   |

**Minimum order: 100 bulbs; or case lots**

TUBEROUS ROOTED BEGONIAS and EASTER LILIES AVAILABLE IN OUR BEAUTIFUL "BLUE RIBBON" PACKAGE.

See Pages 14 and 15.



LILIUM LONGIFLORUM  
(Easter Lily)

# Paperwhite Narcissus



The Paperwhite is the most popular of the tender Polyanthus or Cluster Narcissus. The bulbs flower readily indoors. Growing them in water with a thin layer of gravel, stones or chips is a favorite way of flowering them. Since the bulbs are available early fall until mid-winter, these full clustered blooms can be produced indoors from November until Spring. In mild climates Paperwhites flourish outdoors.

**Delivery: August to January**

Prices F.O.B. Cocoa, Florida

| Sizes       | Quantity<br>Per Case | Price<br>Per Case | Price<br>Per 100 |
|-------------|----------------------|-------------------|------------------|
| 16 cm up    | 750                  | \$40.00           | \$6.50           |
| 15 to 16 cm | 900                  | 40.00             | 5.50             |
| 14 to 15 cm | 1000                 | 38.00             | 4.50             |
| 13 to 14 cm | 1250                 | 38.00             | 3.50             |

Minimum order: 100 bulbs, or full case lots

## *Gloriosa Rothschildiana*

### ORANGE SCARLET CLIMBING LILY

Also known as the Glory Lily, the *Gloriosa Rothschildiana* tuber produces a climbing plant which grows rapidly four to six feet tall, requiring trellis support. From 10 to 30 blooms of brilliant scarlet and yellow develop

from a single tuber. The plant thrives in southern gardens, but is also grown in the North in greenhouses, and outdoors in warm locations during summer months.

**Delivery: Year 'Round**

| Sizes (length) | Per 10 | Per 100 |
|----------------|--------|---------|
| 5" to 6"-----  | \$6.50 | \$60.00 |
| 6" to 7"-----  | 9.00   | 85.00   |

PAPERWHITE NARCISSUS AND GLORIOSA LILY ALSO AVAILABLE IN OUR PICTURE PACKAGES. See pages 8, 9, 14 and 15.





*Paperwhite Narcissus*

ALEXANDER F. THOMAS BULB FARMS \* Box 187 \* Cocoa, Florida

# Premium Quality Flower Bulbs

## ORDER FORM

Date \_\_\_\_\_

Ship to \_\_\_\_\_

Street Address \_\_\_\_\_

City or Town \_\_\_\_\_

Nearest Express Office \_\_\_\_\_

Ship Via Parcel Post ☐ Express ☐ Truck ☐ Rail and Express ☐

On or About \_\_\_\_\_

Ship C. O. D. for Balance ☐ Charge ☐

If new account and charge, give bank reference ☐ if not

|          |        |         |          |
|----------|--------|---------|----------|
| Quantity | Price  | Amount  | Per Bulb |
| 100      | \$0.50 | \$50.00 | \$0.50   |
| 100      | \$0.50 | \$50.00 | \$0.50   |
| 100      | \$0.50 | \$50.00 | \$0.50   |

| QUANTITY | DESCRIPTION | UNIT PRICE | AMOUNT  |
|----------|-------------|------------|---------|
| 100      | THOMAS      | \$0.50     | \$50.00 |

# Gloriosa Rothschildiana

## ORANGE SCARLET CLIMBING LILY

This is a single flower bulb. The plant is a climber, growing to 10 feet in height. It is a very hardy plant, and will grow in any soil. It is a very beautiful plant, and will be a great addition to any garden. It is a very hardy plant, and will grow in any soil. It is a very beautiful plant, and will be a great addition to any garden.

### Delivery Year Round

|          |        |         |
|----------|--------|---------|
| Quantity | Price  | Amount  |
| 100      | \$0.50 | \$50.00 |
| 100      | \$0.50 | \$50.00 |
| 100      | \$0.50 | \$50.00 |

PAPERWHITE NARCISSUS AND GLORIOSA LILY ALSO AVAILABLE IN OUR PICTURE PACKAGES. See pages 8, 9, 14 and 15.

TOTAL



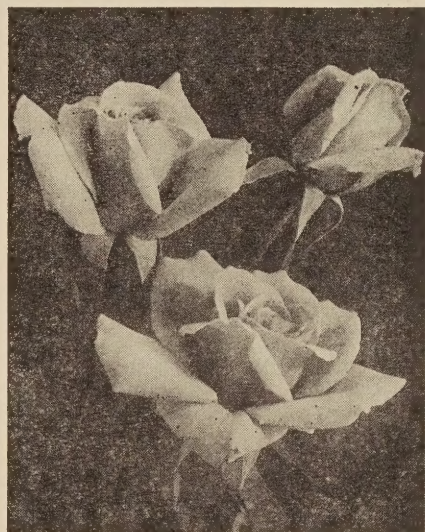
# Packaged Rosebushes

## TWO-YEAR OLD, TEXAS FIELD-GROWN BUSHES

### "Blue Ribbon" Rose Pak

**PROCESSED AND PACKAGED EXPRESSLY  
FOR US IN BLUE RIBBON BAG  
WITH FULL COLOR LABEL**

A heavy, select 2 yr.-old, field-grown rosebush—well balanced and well-branched, with good root system. This plant has a minimum of three heavy canes, pruned to length, 16" to 18" top, and dipped in a special wax formula. Roots are well wrapped with the best known water retaining materials in a water proof paper, then inserted in our attractive "Blue Ribbon" bag having wax liner, and labelled with a 3" x 5" full color picture identifying the color variety.



### **PACKING: 25 Bushes per Case, Your Choice of the Following Packs:**

1. **Standard Assortment of Bush Roses**, as follows: leading varieties only—8 Red, 6 Pink, 4 Yellow, 4 Two-tone, 3 White. Prompt shipments from stock.
2. **Standard Assortment of Climbing Roses**: 25 bushes, assorted leading color varieties in climbers. Special order, 2 to 3 weeks delivery.
3. **Solid Cases**, 25 to the case, of any variety listed below. Special order, 2 to 3 weeks delivery.

**PRICE PER CASE (25 Bushes) .....\$16.25 (65 CENTS PER BUSH)**

**FULL TRANSPORTATION CHARGES ALLOWED** on Motor Freight shipments of FOUR CASES (100 BUSHES) OR MORE, SHIPPED INTO FOLLOWING STATES ONLY: Shipped from Cocoa, Florida—Florida, Alabama, Georgia, North Carolina, South Carolina; shipped direct from Texas—Texas, Louisiana, Oklahoma, Arkansas, Mississippi.

**\$1.00 PER CASE ALLOWANCE FOR TRANSPORTATION COST** in all instances where full transportation cannot be allowed, for examples: less than four cases ordered, or shipped by Railway Express on request or because Motor Freight service is not available, or shipped to states other than those listed above.

**Delivery: October 15 to March 1**

### **VARIETY LIST**

Standard Assortment will contain varieties of our selection from the following list, in color proportions listed above. Varieties may be specified when ordering solid cases containing one variety only:

#### **RED**

Ami Quinard  
Better Times  
Etoile de Hollande  
Poinsettia  
Red Radiance  
Rouge Mallerin

#### **WHITE**

Kaiserin A. Viktoria  
White American Beauty  
White Briarcliff

#### **PINK**

Briarcliff  
Editor McFarland  
Pink Radiance  
The Doctor

#### **TWO-TONE**

Condesa de Sastago  
Countess Vandal  
Edith Nellie Perkins  
President Hoover  
Talisman

#### **CLIMBERS**

Blaze (Red)  
Caledonia (White)  
Paul's Scarlet (Red)  
Red American Beauty  
Red Radiance  
Talisman (two-tone)

#### **YELLOW**

Golden Charm  
Luxembourg  
Soeur Therese  
Eclipse



# A Winner!

**THE BULB PACKAGE  
WITH GLAMOUR AND  
SALES APPEAL**

**Big Profit OPPORTUNITIES  
ALL SEASONS OF THE YEAR**



**The Following Bulbs  
Are Packed in the  
"Blue Ribbon"**

**PICTURE PACKAGE**

Amaryllis, Tuberous Begonias,  
Caladiums, Callas, Daffodils,  
Dahlias, Dutch Iris, Gladiolus,  
Gloriosa, Hyacinths, Lillies, Nar-  
cissus, Tuberose, Tulips.

**SEE INSIDE PAGES**

